

Meet Charles County



LOCAL ADVANTAGES...REGIONAL ASSETS

Marcia Keeth

Business Development Manager for
Retention and Expansion
Charles County Economic Development

Business Visitation

Over

97%

of net **new jobs** created in Maryland since 1996 can be attributed to establishment **openings** and **expansions**.

Business Visitation

- ⚙️ **Relationships**
- ⚙️ **Communication**
- ⚙️ **Trends**
- ⚙️ **Obstacles**
- ⚙️ **At-risk companies**
- ⚙️ **Data and information**
- ⚙️ **Economic Development strategies**
- ⚙️ **Benchmarks**

VISITATION SURVEY METHODS

ONLINE



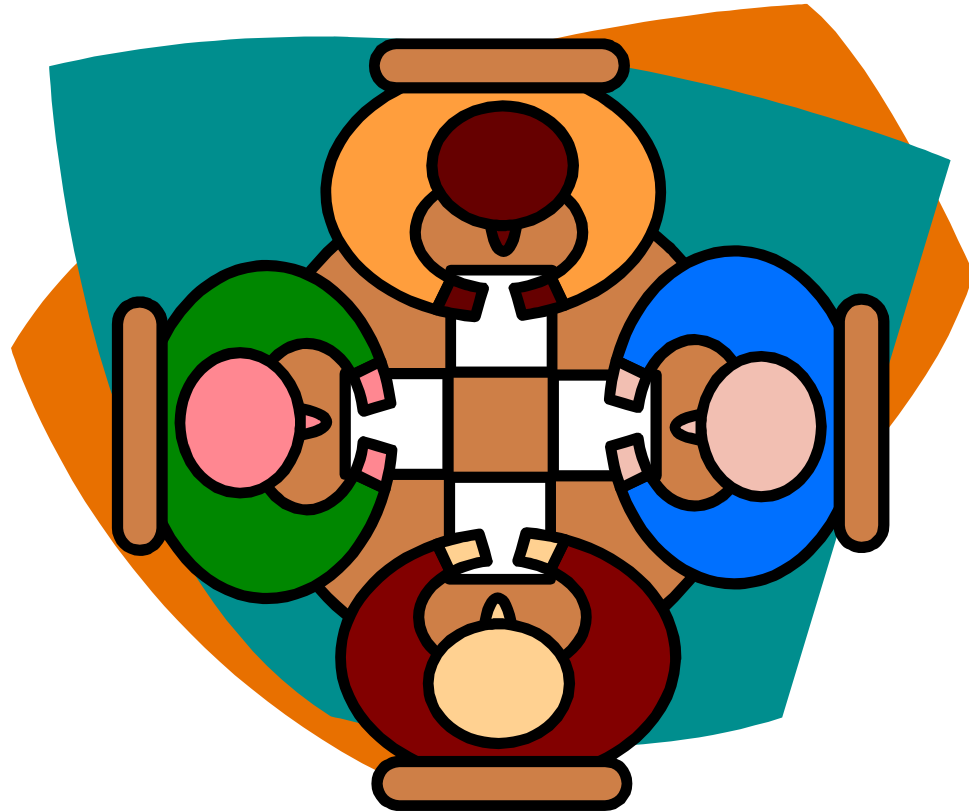
VISITATION SURVEY METHODS

IN PERSON WITH
PROFESSIONAL STAFF

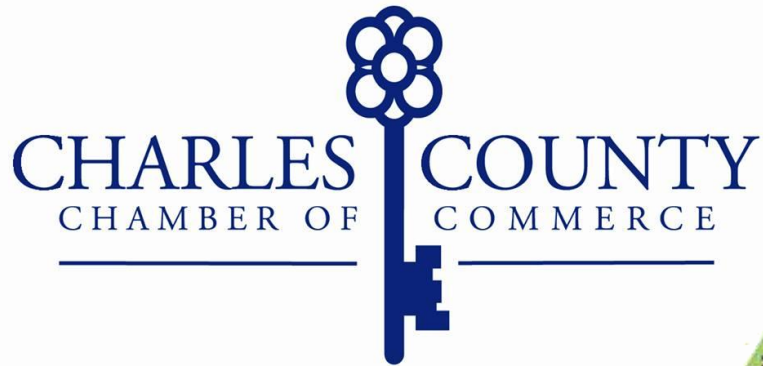


VISITATION SURVEY METHODS

IN PERSON WITH
PROFESSIONALS
AND
VOLUNTEERS



Business Visitation



MARYLAND OF OPPORTUNITY.®

Department of Business & Economic Development

Western Charles County
Business Alliance

Business Visitation

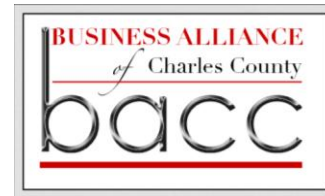
YEAR 1

- ⚙ Survey 100 – 150 Charles County Businesses
 - ⚙ Target Industry
 - ⚙ 2nd Stage firms
- ⚙ **Address red-flags immediately**
- ⚙ Survey results:
 - ⚙ Community business priority needs
 - ⚙ Strategic plan
- ⚙ Report at the annual Charles County Economic Development Summit

YEAR 2

- ⚙️ Implement Strategic Plan
 - ⚙️ Create / Identify programs and/or tools to address the business needs identified in the survey and prioritized in the Strategic Plan.
- ⚙️ Report at the annual Charles County Economic Development Summit

Business Visitation



MARYLAND OF OPPORTUNITY.®

Department of Business & Economic Development



Indian Head
Business
Association

Western Charles County
Business Alliance

Charles County Commissioners



Equal Opportunity County

Charles County Government

Department of Economic Development

10665 Stanhaven Place, Suite 206

White Plains, MD 20695

301-885-1340 • Info@MeetCharlesCounty.com

MD Relay: 711 • Relay TDD: 1-800-735-2258



CHARLES COUNTY
— ECONOMIC DEVELOPMENT —

www.MeetCharlesCounty.com

Mission Statement - The mission of Charles County Government is to provide our citizens the highest quality service possible in a timely, efficient and courteous manner. To achieve this goal, our government must be operated in an open and accessible atmosphere, be based on comprehensive long- and short-term planning and have an appropriate managerial organization tempered by fiscal responsibility. We support and encourage efforts to grow a diverse workplace.

Vision Statement - Charles County is a place where all people thrive and businesses grow and prosper; where the preservation of our heritage and environment is paramount; where government services to its citizens are provided at the highest level of excellence; and where the quality of life is the best in the nation.

Marcia Keeth

KeethM@MeetCharlesCounty.com

301-885-1345

GET CONNECTED!

To Charles County Government

www.CharlesCountyMD.gov

